Merit Awards III

Planned Cost vs. PM Supplied Insert

	On-Sale Date											
	September				October				Total for Sept./Oct.			
Publication	Planned Unit	Planned Cost	Estimated Insert Cost	Difference	Planned Unit	Planned Cost	Estimated Insert Cost	Difference	Planned Unit	Estimated Insert Cost	Difference
Tier I												
Car & Driver	P4CB	$45,227	$52,012	$6,785	P4CB	$45,227	$52,012	$6,785	$86,454	$104,024	$17,570
Cosmopolitan	-	-	-	-	SP4CB	$91,428	$103,320	$11,892	$91,428	$103,320	$11,892
Entertainment Weekly	P4CB	$36,922	$66,944	$30,022	-	-	-	-	$36,922	$66,944	$30,022
Field & Stream	SP4CB	$86,164	$29,017	($57,147)	-	-	-	-	$86,164	$29,017	($57,147)
First for Women	P4CB	$10,072	$19,215	$9,143	-	-	-	-	$10,072	$19,215	$9,143
Hunting	P4CB	$9,570	$13,605	$4,035	-	-	-	-	$9,570	$13,605	$4,035
Inside Sports	P4CB	$19,242	$26,065	$6,823	-	-	-	-	$19,242	$26,065	$6,823
Life Magazine****	P4CB	$45,786	$54,999	$9,213	P4CB	$46,176	$91,988	$45,812	$91,962	$146,987	$55,025
McCall's	P4CB	$42,630	$69,300	$26,670	P4CB (Bonus)	$0	$0	$0	$42,630	$69,300	$26,670
National Enquirer*	P4CB	$22,518	$22,518	$0	-	-	-	-	$22,518	$22,518	$0
	P4CB	$22,518	$22,518	$0	-	-	-	-	$22,518	$22,518	$0
Newsweek	P4CB (Bonus)	$0	$33,504	$33,504	-	-	-	-	$0	$33,504	$33,504
Outdoor Life	SP4CB	$62,124	$20,171	($41,953)	P4CB	$31,062	$20,171	($10,891)	$93,186	$40,342	($52,844)
Penthouse	SP4CB(1Pg bon)	$18,691	$18,691	$0	-	-	-	-	$18,691	$18,691	$0
People**	P4CB	$86,664	$126,424	$39,760	-	-	-	-	$86,664	$126,424	$39,760
Playboy	P4CB (Bonus)	$0	$36,442	$36,442	-	-	-	-	$0	$36,442	$36,442
Road & Track	P4CB	$26,603	$32,923	$6,320	-	-	-	-	$26,603	$32,923	$6,320
Soap Opera Weekly*	-	-	-	-	P4CB	$6,747	$6,747	$0	$6,747	$6,747	$0
Sports Illustrated	P4CB	$106,736	$112,669	$5,933	-	-	-	-	$106,736	$112,669	$5,933
Star*	-	-	-	-	P4CB	$17,329	$17,329	$0	$17,329	$17,329	$0
Time	P4CB	$101,905	$178,528	$76,623	-	-	-	-	$101,905	$178,528	$76,623
TV Guide	-	-	-	-	P4CB	$82,688	$95,287	$12,599	$82,688	$95,287	$12,599
Working Woman	-	-	-	-	P4CB	$24,330	$36,500	$12,170	$24,330	$36,500	$12,170
Tier II												
Bassing	-	-	-	-	P4CB	$9,311	$11,056	$1,745	$9,311	$11,056	$1,745
Four Wheeler	SP4CB	$16,506	$7,181	($9,325)	-	-	-	-	$16,506	$7,181	($9,325)
Home	P4CB	$22,696	$30,736	$8,040	P4CB	$22,696	$30,736	$8,040	$45,392	$61,472	$16,080
LHJ	-	-	-	-	P4CB	$50,400	$90,562	$40,162	$50,400	$90,562	$40,162
Motor Trend	SP4CB	$57,302	$54,875	($2,427)	P4CB	$28,651	$54,875	$26,224	$85,953	$109,750	$23,797
Sporting News***	P4CB	$13,024	$37,000	$23,976	P4CB	$13,024	$37,000	$23,976	$26,048	$74,000	$47,952
USN & WR	SP4CB(1Pg bon)	$73,260	$73,260	$0	P4CB (Bonus)	$0	$0	$0	$73,260	$73,260	$0
TOTAL		$924,160	$1,138,597	$214,437		$467,069	$647,583	$180,514	$1,391,229	$1,786,180	$394,951

These Costs do not reflect already negotiated Franchise positions

Saddle stitched books will need to have some kind of "flap" or hanger to secure insert into book

* = If publication is unable to run any inserts - planned cost is reflected
** = This cost is providing unit will be bound with a 3 - 1/2 inch bindery stub
*** = Insert would be free standing
**** = November issue of Life Magazine is saddle stitched, hence the increased cost vs. the October perfect bound issue

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Source: https://www.industrydocuments.ucsf.edu/docs/gjmm0004

Merit Awards III

Planned Cost vs. Publication Supplied Insert

Publication	On-Sale Date: September Planned Unit	September Planned Cost	September Estimated Insert Cost	September Difference	October Planned Unit	October Planned Cost	October Estimated Insert Cost	October Difference	Total for Sept./Oct. Planned Unit	Total for Sept./Oct. Estimated Insert Cost	Total for Sept./Oct. Difference
Tier I											
Car & Driver	P4CB	$43,227	$80,092	$36,865	P4CB	$43,227	$80,092	$36,865	$86,454	$160,1[illegible]	[illegible]
Cosmopolitan	-	-	-	-	SP4CB	$91,428	$178,893	$87,465	$91,428	$178,893	$87,465
Entertainment Weekly	P4CB	$36,922	$115,475	$78,553	-	-	-	-	$36,922	$115,475	$78,553
Field & Stream	SP4CB	$86,164	$77,187	($8,977)	-	-	-	-	$86,164	$77,187	($8,977)
First for Women**	P4CB	$10,072	$10,072	$0	-	-	-	-	$10,072	$10,072	$0
Hunting	P4CB	$9,570	$30,605	$21,035	-	-	-	-	$9,570	$30,605	$21,035
Inside Sports	P4CB	$19,242	$45,255	$26,013	-	-	-	-	$19,242	$45,255	$26,013
Life Magazine***	P4CB	$45,786	$91,907	$46,121	P4CB	$46,176	$128,895	$82,719	$91,962	$220,802	$128,840
McCall's	P4CB	$42,630	$125,154	$82,524	P4CB (Bonus)	$0	$0	$0	$42,630	$125,154	$82,524
National Enquirer*	P4CB	$22,518	$22,518	$0	-	-	-	-	$22,518	$22,518	$0
	P4CB	$22,518	$22,518	$0	-	-	-	-	$22,518	$22,518	$0
Newsweek	P4CB (Bonus)	$0	$91,725	$91,725	-	-	-	-	$0	$91,725	$91,725
Outdoor Life	SP4CB	$62,124	$52,801	($9,323)	P4CB	$31,062	$20,171	($10,891)	$93,186	$72,972	($20,214)
Penthouse	SP4CB(1Pg bon)	$18,691	$18,691	$0	-	-	-	-	$18,691	$18,691	$0
People**	P4CB	$86,664	$86,664	$0	-	-	-	-	$86,664	$86,664	$0
Playboy	P4CB (Bonus)	$0	$102,283	$102,283	-	-	-	-	$0	$102,283	$102,283
Road & Track	P4CB	$26,603	$55,378	$28,775	-	-	-	-	$26,603	$55,378	$28,775
Soap Opera Weekly*	-	-	-	-	P4CB	$6,747	$6,747	$0	$6,747	$6,747	$0
Sports Illustrated	P4CB	$106,736	$187,800	$81,064	-	-	-	-	$106,736	$187,800	$81,064
Star*	-	-	-	-	P4CB	$17,329	$17,329	$0	$17,329	$17,329	$0
Time	P4CB	$101,905	$263,157	$161,252	-	-	-	-	$101,905	$263,157	$161,252
TV Guide	-	-	-	-	P4CB	$82,688	$118,240	$35,552	$82,688	$118,240	$35,552
Working Women	-	-	-	-	P4CB	$24,330	$58,100	$33,770	$24,330	$58,100	$33,770
Tier II											
Boating	-	-	-	-	P4CB	$9,311	$17,481	$8,170	$9,311	$17,481	[illegible]
Four Wheeler	SP4CB	$16,506	$19,181	$2,675	-	-	-	-	$16,506	$19,181	$2,675
Home	P4CB	$22,696	$56,826	$34,130	P4CB	$22,696	$56,826	$34,130	$45,392	$113,652	$68,260
LHJ	-	-	-	-	P4CB	$50,400	$162,652	$112,252	$50,400	$162,652	$112,252
Motor Trend	SP4CB	$57,302	$72,910	$15,608	P4CB	$28,651	$72,910	$44,259	$85,953	$145,820	$59,867
Sporting News**	P4CB	$13,024	$13,024	$0	P4CB	$13,024	$13,024	$0	$26,048	$26,048	$0
USN & WR	SP4CB(1Pg bon)	$73,260	$73,260	$0	P4CB (Bonus)	$0	$0	$0	$73,260	$73,260	$0
TOTAL		$924,160	$1,714,483	$790,323		$467,059	$931,360	$464,291	$1,391,229	$2,645,843	$1,254,614

These Costs do not reflect already negotiated Franchise positions

Saddle stitched books will need to have some kind of "flap" or hanger to secure insert into book

* = If publication is unable to run any inserts - planned cost is reflected
** = If publication is unable to print any inserts themselves - planned cost is reflected
*** = November issue of Life Magazine is saddle stitched, hence the increased cost vs. the October perfect bound issue

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